

graphic design process

logos & branding, packaging, business cards, web, marketing materials

Step 1: Estimate

Explain in as much detail your needs, timeline, budget, and any other relevant details to help us provide you with a design estimate.

Step 2: Quote Acceptance and Project Start

Once you accept the Estimate and sign off on the Contract, and we agree upon your timeline and define your needs, the project is kicked off and running. At this time, we may also request a 35% nonrefundable deposit.

Step 3: Briefing

The project starts with questions and answers. Depending on the type of project, if it's necessary we'll provide you with a questionnaire that will guide you with a set of questions. The answers will help inform us about your business, your needs, and your personal design style and preferences.

Step 4: Clarification

We'll clarify any outstanding questions we might have, make suggestions, and recommend best course of action (if needed). We'll get to work once all the details provided are complete.

Step 5: Initial design and mockups

We'll get to work creating the initial different design concepts. Depending on the project type, there will be 3–5 initial design concepts for you to review, and they can come to you in as little as 24–48 hours.

Step 6: Feedback

You will review and consider the design concepts, and provide feedback on your favorites. With your feedback, we'll generate the next set of concepts and start narrowing it down.

Step 7: Revisions

You'll get up to 3 rounds of revisions, and we'll revise the design(s) based on your feedback.

Step 8: Final Production

Once we arrive at the final chosen design, we'll generate the final files. This might mean preparing a library of final logo format files, or creating the final brochure PDF file, which will be sent to a printer. We'll work with you to ensure that the formats provided meet with your or your printer's specifications.

Step 9: Final Delivery

Final files in the required formats are provided to you either electronically, delivered via email, or shipped to you on a disc. Or if it's agreed upon up front, we can handle all printing and deliver the finished pieces to you. Printing costs will be added to the final Invoice.

Step 10: Final Payment

Once you have received the final files, the balance of payment is made and your project is completed. Final Ownership of all copyright to the designed work passes to you upon payment.